



METROPOLITAN  
TRANSPORTATION  
COMMISSION



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

April 25, 2013

**CALL FOR PROJECTS**  
**for**  
**Spare the Air Youth Program**  
**Letter of Invitation**

Dear Consultant/Partner:

The Metropolitan Transportation Commission (MTC) and the Bay Area Air Quality Management District (BAAQMD) are conducting a call for projects for the Spare the Air Youth Program. The program is designed to fund high-impact regional programs that have significant potential to reduce greenhouse gas (GHG) emissions from sources related to youth transportation. This program will leverage existing Safe Routes to School (SRTS) and climate awareness programs that educate and encourage youth about transportation and climate change issues.

Parties interested in responding must submit an electronic copy of their Letter of Interest no later than **5 p.m. on Friday, May 17, 2013**. No extension will be allowed. Interested parties are encouraged to attend the **Proposers' Conference at 10 a.m. on Monday, May 6, 2013**.

Letters of Interest must be submitted **via e-mail** to the MTC project manager by **5 p.m. on Friday, May 17, 2013** at the e-mail address shown below:

**Ursula Vogler**  
**Climate Initiatives Outreach Project Manager**  
[uvogler@mtc.ca.gov](mailto:uvogler@mtc.ca.gov)

The subject line of the e-mail must state "*Letter of Interest for Spare the Air Youth Grant Program.*" Letters of Interest received after the due date will not be accepted.

The Spare the Air Youth Program will follow a two-step application and evaluation process. First, interested parties must submit a Letter of Interest by the May 17 deadline. The evaluation committee, comprised of MTC and BAAQMD staff, will review the Letters and invite applicants with the most promising projects to continue the application process by submitting a more detailed proposal. Selection criteria are described in the attached Call for Projects document.

### Selection Timetable

10:00 a.m., Monday, May 6, 2013	Proposers' Conference Joseph P. Bort MetroCenter 101 Eighth Street, Oakland, CA, 94607 Fishbowl Conference Room, Third Floor
<b>5:00 p.m., Friday, May 17, 2013</b>	<b>Closing date/time for receipt of letters of interest</b>
Friday, May 31, 2013	Evaluation Committee will contact chosen parties and invite detailed proposals
<b>5:00 pm, Friday, June 21, 2013</b>	<b>Closing date/time for receipt of proposals</b>
Wednesday, July 10, 2013	Present grant award recommendations to MTC's Programming and Allocations Committee approval
Wednesday, July 24, 2013	Final Commission approval

Based on the evaluation of the detailed proposals conducted by an evaluation panel, MTC's Executive Director will recommend the list of recommended pilot projects to the MTC Programming and Allocations Committee. The Committee will review the proposals and refer the grant awards to the Commission for final approval.

Thank you for your interest.

Sincerely,



Ann Flemer  
Deputy Executive Director, Operations  
Metropolitan Transportation Commission



Jean Roggenkamp  
Deputy Air Pollution Control Officer  
Bay Area Air District

Attachment

AF: UV

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\_Invitation Letter.docx



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# Spare the Air Youth

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## Regional Competitive Grant Call for Projects

Letters of Interest Due: **Friday, May 17, 2013 by 5 p.m.**



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# 1 Background

The Spare the Air Youth program educates, inspires, and empowers youth and families in the San Francisco Bay Area to walk, bicycle, carpool, and use transit. Spare the Air Youth is a part of the Climate Initiatives Program, a regional effort led by the Metropolitan Transportation Commission (MTC), in partnership with the Bay Area Air Quality Management District (BAAQMD), to improve public health and air quality in the Bay Area by reducing harmful greenhouse gas (GHG) emissions from transportation sources.

The Spare the Air Youth program goals are to:

- Reduce emissions of transportation-related GHGs and criteria pollutants;
- Educate, inspire and empower youth and their families to make transportation-related behavior changes that reduce vehicle miles traveled (VMT);
- Provide services regionally, throughout the nine-county San Francisco Bay Area (which includes Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma counties);
- Impart the knowledge and skills to youth and their families that will lead to the greatest reduction in GHG emissions and VMT in the long term; and
- Provide elements that empower the individual and remove barriers to behavior change.

## 2 Spare the Air Youth Grant Submission Guidelines

The Metropolitan Transportation Commission (MTC) and the Bay Area Air Quality Management District (BAAQMD) are pleased to issue a solicitation for a regional competitive grant program to support the goals of the Spare the Air Youth program.

### 2.1 Eligibility

All interested applicants — including jurisdictions, Safe Routes to School programs, non-profit organizations, school districts, and other entities — are invited to submit a Letter of Interest for this grant opportunity. To fulfill the regional requirement and Spare the Air Youth program goals, applicants must propose work in multiple counties. Partnerships between multiple jurisdictions or organizations are encouraged. Successful grant recipients are required to provide regular and timely reporting of activities and results to the Spare the Air Youth project team.

The fund source for these competitive grants is federal Congestion Mitigation and Air Quality Improvement Program (CMAQ) funds. All projects funded by CMAQ funds must meet certain federal fund eligibility and project delivery requirements. CMAQ restrictions on the purchase of incentive items will apply.

### 2.2 Grant Funding

Grant size starts at \$50,000 and the maximum award will be \$500,000. Applicants are encouraged to provide a match from a non-federal fund source and to share costs with multiple partners.

### 2.3 Project Categories

The Spare the Air Youth project team has defined categories of projects to focus the grant funding. The categories were developed in collaboration with the Spare the Air Youth Technical Advisory Committee and are a result of the evaluation of seven pilot projects that were tested in Phase I of the Spare the Air Youth program.

The five project categories are:

- 1) Youth Ambassador Program;
- 2) Traveling Exhibits on Climate Change and Transportation;
- 3) Family Bicycling Workshops;
- 4) Transit Education; and
- 5) Other Innovative Projects (this could be new concepts not previously considered or existing programs that require additional funding).

Applicants should clearly indicate their project category.

The evaluation committee, comprised of MTC, BAAQMD and Alta Planning + Design staff, will recommend funding for projects. While the defined categories are the primary focus for the Spare the Air Youth grant program, MTC and BAAQMD invites applicants to propose projects that do not fill any of the specified categories under the Other Innovative Projects category, described later in the document.

### **2.3.1 Youth Ambassador Program**

**Program Objective:** Ambassador programs help train the next generation about transportation-related GHG emissions and empower them to train their cohorts.

**Description and Guidance:** The applicant would develop and implement an ambassador program that would involve middle school or high school aged youth. Examples of ambassador program may include, but are not limited to, the following activities:

1. Hands-on training on skills related to the use of transportation alternatives (e.g., bicycle repair, bicycle safety, pedestrian safety, etc.).
2. Youth ambassador forums for selected students to pass knowledge to other students, either through workshops, hands-on bicycle repair or safety, pedestrian safety, general transportation alternatives.
3. Support for clubs and school organizations such as Green Teams to implement transportation-related activities and share their experiences with other groups.

Applicants should propose a means of supporting schools in multiple counties, potentially by distributing micro-grants and hosting monthly calls to work with school champions. The workshops could take the form of elective coursework with a formal curriculum, drop-in classes, or an after school program. The program funding could assist champions at individual schools who would like to set up a program of their own.

### **2.3.2 Traveling Exhibits on Climate Change and Transportation**

**Program Objective:** Create an interactive, museum-quality exhibit on climate change and transportation that can travel to schools throughout the nine San Francisco Bay Area counties and offer free programming to students.

**Description and Guidance:** Applicants can propose entirely new material, or can take existing successful museum exhibits and convert them to a mobile or traveling format. Applicants should identify key learning objectives and state education standards, provide sample lesson plans, and specify appropriate student age(s). Applications should also define a strategy for outreach and providing the curriculum to classrooms, including cost of a vehicle, staffing, and administrative costs. Cost-sharing partnerships are encouraged.

### **2.3.3 Family Bicycling Workshops**

**Program Objective:** Develop workshops that teach bicycle safety, riding skills and road rules,. These workshops will involve parents bicycling with their children and encourage families to bicycle together in order to overcome parents' concerns about allowing their children to bicycle.

**Description and Guidance:** This program will implement the family bicycling classes developed in the Spare the Air Youth Family Bicycling Handbook (available on Spare the Air Youth website or upon request). Applicants should propose a strategy for implementing family bicycling workshops on a regional scale.

#### 2.3.4 Transit Education

**Program Objective:** This program would develop an education program for middle or high school students to use transit.

**Description and Guidance:** While the Safe Routes to School networks offers robust education and encouragement tools for walking and bicycling, few resources are available to encourage transit use. This proposal may promote an existing program, such as promotion of a youth bus pass program, or may be a new effort. Coordination with the applicable transit agency is encouraged. Note that Climate Initiatives Program funding cannot be used for purchasing transit tickets.

#### 2.3.5 Other Innovative Projects/Wild Card

**Program Objective:** Implement new, innovative projects not identified through the Technical Advisory Committee or pilot program evaluation process.

**Description and Guidance:** Projects submitting under the this category must explain how the project fulfills the Spare the Air Youth goals and provide a rationale for how the project fills an identified gap in program offerings in the San Francisco Bay Area.

## 2.4 Program Evaluation

Applicants must propose their approach to evaluating the quantitative impacts of their programs and provide a cost estimate that includes assisting with data collection for evaluation purposes.

Prior to project implementation, the project team will review the successful sponsor's proposed approach to evaluation. The project team will work with each sponsor to define data collection and evaluation methods and assign evaluation responsibilities as appropriate.

## 2.5 Application Process

The Spare the Air Youth Program will follow a two-step application and evaluation process.

### Proposal Application and Review Process

Activity	Due Date
MTC Issues Call for Letters of Interest	April 25
Proposers' Conference	May 6 Joseph P. Bort MetroCenter, 101 8th St., Oakland 10 a.m.
Deadline for Letters of Interest	May 17
Evaluation Committee Invites Detailed Proposals	May 31
Deadline for Proposals	June 21
Present Grant Award Recommendations to MTC's Programming and Allocations Committee (PAC)	July 10



### ***Step One: Letter of Interest.***

Interested applicants must submit a Letter of Interest for the Spare the Air Youth competitive grant program. The evaluation committee composed of staff from MTC and BAAQMD and Alta Planning + Design, the program's lead consultant, will review the Letters of Interest and may contact applicants for additional details and project clarifications.

Letters of Interest must be submitted **via e-mail** to the MTC project manager by **5 p.m. on Friday, May 17, 2013** at the e-mail address shown below:

**Ursula Vogler**  
**Climate Initiatives Outreach Project Manager**  
[uvogler@mtc.ca.gov](mailto:uvogler@mtc.ca.gov).

The subject line of the e-mail must state "*Letter of Interest for Spare the Air Youth Grant Program.*" Letters of Interest received after the due date will not be accepted.

### **Form of Letters of Interest**

Letters of Interest must contain the following elements in this order:

- Identify the project title.
- List the name of the primary applicant (person and/or organization) and partners, as well as the name of the project manager and contact information, including telephone number and e-mail address.
- Describe the proposed project and explain how it will meet the Spare the Air Youth program goals (see **Section 1**).
- Clearly identify the project category and briefly describe how the project fulfills the objectives of the evaluation criteria, outlined on the following page. Proposals applying under the Other Innovative Projects category should explain the purpose and need for the project, stating specific goals and objectives and explaining how they help meet the Spare the Air Youth program goals.
- Explain how the project supports existing programs and/or efforts through innovative strategies.
- Describe how the project can be evaluated toward achieving the Spare the Air Youth program's GHG reductions and youth education/encouragement goals.
- Identify the total amount of funding requested and any local match.

Letters of Interest shall be no longer than 3 single-sided pages.

The evaluation committee will review all Letters of Interest and contact applicants, as needed, for additional information, clarification, and/or modification. Based upon its review, the evaluation committee will select a limited number of applicants with the most promising projects and will invite them to continue the application process by submitting a more detailed proposal as described in Step 2.

The evaluation committee will qualitatively evaluate proposals against the following evaluation criteria:

- Ability to meet the goals of the Spare the Air Youth Program (listed in **Section 1**)
- Regional reach and/or regional applicability
- Ability to leverage existing funding through a local match
- Ability to fill the objectives identified by the project categories
- Clarity and comprehensiveness of proposal
- Cost effectiveness

### ***Step Two: Detailed Proposals.***

If selected, applicants will be invited to submit a more detailed proposal that includes the following information:

#### **a) Project Description and Submission Category**

Describe the proposed project, identify the project category (or categories), and briefly describe how the proposal fulfills the objectives of the criteria above. Proposals applying under the Wild Card category should explain the purpose and need for the project, stating specific goals and objectives and explain how they help satisfy the Spare the Air Youth program goals.

#### **b) Applicant Information and Qualifications**

Identify the name and contact information of the applicant(s) and proposing organization(s). In the case of multiple organizations partnering on an application, specify the lead organization and primary contact. Provide qualifications or resumes for the applying organization(s), as well as brief examples of similar projects as appropriate.

#### **c) Work Plan**

Detail the tasks or elements proposed for the project, work products, estimated completion dates, and responsibilities of project partners. Describe the approach to the work plan and list the results anticipated from the project tasks or elements.

#### **d) Schedule**

Provide a list of tasks or activities with a proposed schedule of activities, completing all activities including evaluation by June 30, 2015. Clearly demonstrate the proposer(s) ability to fully implement activities funded by the grant within that timeframe.

#### **e) Measures of Effectiveness**

Describe how your project can be evaluated toward achieving the Spare the Air Youth program's greenhouse gas reductions and youth education/encouragement goals. Identify specific data to be collected. Examples might include participation numbers, before/after testing, surveys, learning objectives, etc.

**f) Project Budget**

Provide a detailed budget that shows the total cost breakdown for each major task/element. List the total funds requested and provide information about existing resources the applicant proposes to leverage (i.e., staff time, materials, bicycle fleet, etc.) for the project.

**g) Response to Questions from Evaluation Committee**

Provide a detailed response to questions posed by the evaluation committee as a result of its review of the Letter of Interest for this project.

Upon evaluating the detailed proposals, the evaluation committee will recommend projects for grant funding to MTC's Programming and Allocations Committee. The Committee will review the proposals and refer the grant awards to the Commission for final approval.